

Implement Urgency To The Problem

Ok, lets say that now you found the pain point of the prospect. Something he wishes to solve or improve on, and something you can help the prospect with your product/service.

Now you really want to drive home that he NEEDS to solve this, and that he can't just sit on his pain point forever.

Implement Urgency!

How do you do that?

How do you increase the seriousness of the problem/goal so that the prospect gets up and takes steps towards solving it?

You have to talk about it!

Firstly, take up a serious mannerism and attitude. This is no joking matter. What you are talking about is a PAIN POINT. You cant just make fun of it, or convince the prospect that it's not as big of a deal, you are trying to achieve the opposite!

The more serious something gets, the more value the solution will be (which is your product after all..)

How do you talk about the pain point?

Say something similar to these, in more or less the same order:

- 1. Make the prospect get more into it:**
"Tell me more about this issue/goal"
- 2. Ask for the length the prospect been battling with this pain point:**
"How long has this been going on for?"

3. How does it effects things emotionally:

“How does this issue/goal makes you feel?”

“How does it affects your life, your activities and your environment?”

4. In time, how much worse it gets:

“What’s the worst thing that could happen in the next 5 years, if this is not improved on?”

5. Is the prospect willing to make a change:

“If you could change this, would you change it for the better?”

6. Is the prospect agreeing to hear out the solution from the sales rep:

“If there would be something that could improve on this, do you think it might worth to give it a shot, and hear more about it?”

Of course, this sequence and sentences can be modified at will to better fit the situation. These are just general outlines, to get the prospect talk more about the pain point and make the prospect realize the importance of solving said issue.

Remember: if you are talking about a goal, you can simply just translate the goal into a problem to ask these questions, alternatively you can form questions where the issue is “not progressing towards goal” or “not reached the goal yet”.

Note:

If the prospect says that he is “already working on it”, then you either found a wrong pain point, that he doesn’t truly believe is a problem or goal really, or simply drop the prospect nicely, as this person thinks he got everything figured out, and is likely not going to accept help.

As a last ditch effort, you can always ask, “Good you figured it out, and you are already working on it! If I could offer a solution which can help you even more, would you accept it, or you wish to continue working on it by yourself?”